

# The Effect of Regulatory Focus in the Different Stages of the Creative Process

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## Background

- Creativity is generally agreed upon as the production of both novel and appropriate ideas (Amabile, 1996). Such a production encompasses two important stages, namely, idea generation and idea evaluation.
- Previous research has shown that regulatory focus predicts creativity (Baas et al., 2008). Regulatory focus refers to the two self-regulatory systems of motivation that give rise to promotive behaviours characterised by an approach orientation or preventive behaviour characterised by an avoidance orientation (Higgins, 1997).
- When compared with the prevention state, the promotion state has been found to enhance creative insight, divergent thinking, and originality (Friedman and Forster, 2001).
- However, the majority of research looking at the relation between creativity and regulatory focus is predicated on the idea generation stage.

## Research Hypotheses

- Hypothesis 1a: Participants who are promotion focused are anticipated to score higher in originality than those who are prevention focused.
- Hypothesis 1b: Participants who are prevention focused are anticipated to score higher in task-appropriateness than those who are promotion focused.
- Hypothesis 1c: Participants who are promotion focused are anticipated to score higher in creativity than those who are prevention focused as the measure of creativity is skewed towards originality.
- Hypothesis 2: Participants who are promotion focused in the idea generation stage and prevention focus in the idea evaluation stage are anticipated to score higher in creativity than the other three combination.

### Study One (S1)

- **Design.** Correlational study.
- **Participants.** Six hundred senior secondary school students from local schools.
- **Procedures.** Participants will be asked to complete a set of self-administered questionnaires and a creativity task. The questionnaires will take approximately 10-15 minutes to complete whereas the creativity task half an hour.
- **Measures.**
  - Demographics
  - Regulatory Focus Questionnaire (Higgins et al., 2001)
  - Gough Creative Personality Scale (Gough, 1979)
  - A scale developed to measure regulatory focus in the idea generation stage and the idea evaluation stage
  - Realistic creativity task (Chand and Runco, 1993)

May–Jun 2021

S1 pilot & recruitment



Jul 2021

S1 data collection



Mar–Jun 2022

S2 pilot & recruitment



Jul 2022

S2 data collection



### Study Two (S2)

- **Design.** Experiment with manipulation.
- **Participants.** One hundred and fifty senior secondary school students from a local school.
- **Procedures.**
  - Participants will be asked to complete a creativity task which takes half an hour.
  - The creativity task will be divided into two parts: idea generation and idea evaluation.
  - During idea generation, participants will be asked to generate as many creative ideas as possible. Half of them will be manipulated into the promotion state and the other half prevention state.
  - During idea evaluation, participants will be asked to select and refine the most creative ideas. Half of them will be manipulated into the promotion state and the other half prevention state.
- **Measures.**
  - Realistic creativity task (Chand and Runco, 1993)
  - Manipulation check